

1898---TWENTY-FIRST ANNIVERSARY---COMING-OF-AGE YEAR---1919

Store Opens at 8.30 and
Closes at 5.30 Daily

SIMPSON'S

Telephone Main 7841
Market, Adel. 6100

Make Haste! Just 2 Days Remaining in the Furniture and Homefurnishing Sale! Here Are Today's Opportunities

THE HOME-LOVERS' CLUB

is still open to enroll new members. It is advisable to join the Club today or tomorrow, because the special sale offerings will be withdrawn at the end of the sale.

This helpful service costs nothing extra. Members simply make a first part payment and complete the balance during subsequent months. It is the most dignified, economical and satisfactory service we know of. See the Club Secretary, Fourth Floor.

Remarkable Underprices on Rugs



Fourth Floor

HAND-MADE JAPANESE RUGS, REGULAR \$45.00, SALE PRICE \$29.50. Size 9.0 x 12.0. Plain centres with attractive borders. Brown and deep blue shades.

FINE WILTON RUG, REGULAR \$90.00, SALE PRICE \$69.75. Size 9.0 x 13.6. Heavy quality. Tan Oriental design.

WILTON RUG, REGULAR \$97.50, SALE PRICE \$79.95. Size 9.0 x 12.0. Extra fine quality, medallion pattern—fawn and rose coloring.

WILTON RUG, REGULAR \$115.00, SALE PRICE \$79.95. Size 9.0 x 12.0. Seamless—extra quality—tan Oriental coloring.

WILTON RUG, REGULAR \$132.00, SALE PRICE \$99.75. Size 9.0 x 12.0. Seamless, soft shades, two-toned brown effects.

AXMINSTER RUG, REGULAR \$42.00, SALE PRICE \$33.95. Size 8.3 x 10.6. Oriental pattern, brown and tan colorings.

AXMINSTER RUG, REGULAR \$79.50, SALE PRICE \$59.50. Size 8.3 x 10.6. Seamless. All-over Persian design.

VELVET RUG, REGULAR \$45.00, SALE PRICE \$35.95. Size 9.0 x 10.6. Seamless. Scotch make, in brown and green conventional pattern.

Simpson's—Fourth Floor.

Simpson's Market List for Today Phone Adel. 6100

MEATS AND FISH.
Canada Food Board License No. 9-029.

Fresh Beef, lean, bonedless, (or stewing), lb., 22c.

Brisket, best boiling cuts, per lb., 22c.

Shoulder Roasts, Simpson quality, lb., 22c.

Steak, finest, per lb., 35c.

Fresh Veal, for stewing, per lb., 22c.

Sweet Pickled Shoulders of Pork, 5 to 8 lbs. each, per lb., 21c.

Breakfast Bacon, select, mild, by the piece, per lb., 45c.

Pure Lard, 3-lb. pails, gross weight, per pail, 55c.

Pure Beef Dripping, our own make, per lb., 25c.

Family Sausage, our own make, lb., 25c.

Fresh-caught Cod Steaks, delicious, per lb., 16c.

Fresh-caught Atlantic Haddock, lb., 12½c.

Smoked Finnan Haddies, per lb., 15c.

Winter-caught Whitefish, dressed, lb., 17c.

Quail on Toast Brand Salt Cod, lb., 20c.

Shredded Salt Cod, per packet, 12½c.

GROCERIES.
Canada Food Board License No. 8-7531.

2,000 lbs. Finest Creamery Butter, lb., 53c.
(Only 5 lbs. to a customer.)

Campbell's Soups, assorted, 2 tins, 35c.

3,000 tins Finest Canned Peas, per tin, 11c.

2,000 tins Finest Canned Tomatoes, only 5 tins to a customer, per tin, 15c.

One car Granulated Sugar, 20-lb. bag, \$2.25.

1,000 pails St. Williams Raspberry Jam, No. 4 size pail, 90c.

Dingman's Naptha Soap, 7 bars, 45c.

Assam Tea, regular 65c per lb., 59c. Ogiwie's or Purity Flour, 24-lb. bag, \$1.69.

Seedless Raisins, per lb., 17c.

Magic Baking Powder, 1-lb. tin, 36c.

Flaked Wheat, 7 lbs., 55c.

Peanut Butter, in bulk, per lb., 27c.

Molasses Snaps, 2 lbs., 26c.

Orange Marmalade, 1-lb. jar, 25c.

Japan Rice, 2 lbs., 25c.

Featherstrip Coconut, per lb., 25c.

Shredded Wheat or Grape-nuts, pkg., 11c.

Cocoa, in bulk, per lb., 24c.

Red Salmon, tall tin, 44c.

Choice Olives, gem jar, 55c.

Salt, 2 packages, 19c.

FRUIT SECTION.
California Navel Oranges, Sun-kist Brand, per doz., 39c.

California Lemons, per doz., 25c.

6-qt. basket Greening Apples, 55c.

Choice Parsnips, 7 lbs., 15c.

Finest Cooking Onions, 10 lbs., 25c.

Homekeepers are reminded that, although the sale is nearing its close, assortments of merchandise have been replenished to assure satisfactory selections. The values are really noteworthy and ought to bring immediate response. The Simpson standard of quality is maintained in all of the furniture and homefurnishings in the sale.

Dining-Room Furniture at Decisive Reductions

EXTENSION TABLE—Solid oak—45-inch top. Regular price \$26.50. February sale price... 18.45

EXTENSION TABLE—Solid quarter-cut oak, fumed or golden finish. Regular price \$27.75. February sale price... 20.50

BUFFET—Selected quarter-cut oak—fumed or golden finish. 2 small, 1 large drawer. Regular price \$44.75. February sale price... 33.45

BUFFET—Selected quarter-cut oak—fumed or golden finish. Regular price \$38.75. February sale price... 27.35



Save on Bedroom Furniture

DRESSER—Surface oak, golden finish. Colonial posts and pillars; 3 large and 3 small drawers. Plate mirror. Regular price \$24.00. February sale price... 19.75

BRASS BED—Bright, polette or satin finish—double size. Regular price \$24.50. February sale price... 18.45

BRASS BED—2-inch posts and top rails. Bright, polette and ribbon finish. All regular sizes. Regular price \$34.00. February sale price... 26.95

Simpson's—Fifth Floor.

Kitchen Cupboards, Divanettes, Library Tables

LIBRARY TABLES—Solid quarter-cut oak, fumed finish. Regular price \$21.50. February sale price... 15.65

KITCHEN CUPBOARD—Elm, golden finish. Double glass doors on top. Base has large cupboard and drawers for linen and cutlery. Regular price \$22.75. February sale price... 17.95

DIVANETTE—Frame of solid oak, fumed finish. Link fabric spring. Comfortable mattress. Used as settee during day and double bed at night. Regular price \$56.50. February sale price... 48.65

Simpson's—Fifth Floor.

Lace Curtain Specials

AT 69c PAIR—White only; 36 inches wide. Very special.

AT \$1.49 PAIR—Nottingham Curtains. White, cream and ecru; 2½ and 3 yards long; 36 to 42 inches wide.

AT \$2.19 PAIR—Imported Lace Curtains, for extra large windows; 50 inches wide. White only; 3 to 3½ yards long.

SPECIAL! FINE SCRIM CURTAINS, \$2.88 PAIR—With "drawn thread" borders; 75 pairs only. New beige colorings, with borders of Japanese hand drawn work. Today, per pair, \$2.88.

HALF-PRICE SALE OF CHINTZES—Regularly 69c to \$1.49—Today, yard, 34c to 74c; 30 to 36 inches wide. Light, medium and dark colors. Today, half-price, yard, 34c to 74c.

New Tapestry Wall Papers 29c Roll

Verdure and scenic designs, colored in the newest tones of greys, tans and blue, with warmer shadings intermingled. Desirable styles for living and dining-rooms and halls.

Floral Stripe Effects for Bedrooms
Single Roll, 20c. Cut-Out Borders, 6c and 7c Yard

Floral stripes, silk stripes and shadow stripes, in dainty colorings of pink, blue, cream, yellow and grey.

Simpson's—Sixth Floor.

Pictures 79c

Wide variety of styles, in medium-sized pictures—ornamented gilt and plain wood frames. Landscape and figure subjects. Sizes up to 12 in. x 16 in., some with gilt mats. Special clearance, today, 79c.

In the Palm Room

The Special 60c Hot Luncheon or 50c Cold Luncheon and the A La Carte Service

Are arranged to provide the best and to satisfy the most exacting.

Note: After Saturday, March 1st, the serving of Breakfast will be discontinued pending alterations.

Simpson's—Sixth Floor.

2-Day Sale of Electric Fixtures

16-INCH BOWL, tints of amber, pale green or rose. Some with rose wreath decoration and some plain. The hanger is brushed brass finish. Regularly \$12.95 and \$13.95. Today and Friday, \$9.95.

ANOTHER BOWL in satin-finished glass, decorated with green and rose floral designs. Width 14 inches. Brushed brass hanger. Regularly \$9.95—\$5.25.

OTHER SEMI-INDIRECT FIXTURES, with white bowls and brushed brass hangers. Regularly \$8.20—\$6.75.

About 75 Wall Brackets priced to clear. Brackets without shades, in dull gold finish, with key sockets. Regularly \$2.30—\$1.45.

Simpson's—Sixth Floor.

Men's Long Black Rubber Coats \$4.50

25 Per Cent. Less Than Regular Value.

Great for wear during stormy weather are these absolutely waterproof coats. They are strongly made to withstand rough usage. Sizes 36 to 48. Only 70 coats in the lot. Today, \$4.50.

MEN'S WORSTED TROUSERS, \$4.00—75 pairs. Dark grey, with fashionable stripe effect—accurately tailored to fit properly. Sizes 32 to 44.

Simpson's—Main Floor.

Simpson Clothes for Boys

Are Stylish, Durable, Comfortable and Economically Priced.

SUITS AT \$9.50—For school. Dark, grey mixed tweed, with self stripe pattern. Single-breasted, all around belted model, with vertical pockets. Full-fitting bloomers, with belt loops and governor fasteners; 8 to 12 years—\$9.50.

SUITS AT \$11.50—Grey pin stripe, worsted finish, popular all around belted model. Buckle, slash pockets. Full-fitting bloomers, with belt loops and governor fasteners; 13 to 16 years—\$11.50.

Simpson's—Main Floor.

The Robert SIMPSON Limited

FOR SA...
DOUGLAS...
ANDRE...
10 rooms, 2 bath...
verandah, side...
garage, lot 40...
M. H. W...
38 King St. East...
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